

VA



U.S. Department  
of Veterans Affairs

# CHANGE IS HARD.

Change management makes it easier.

Change management (CM) is a structured approach to managing the people side of change so you can realize the benefits of your initiatives.

VETERANS DESERVE  
TO HAVE YOUR TEAM SUCCEED

CHANGE MANAGEMENT WORKS!

Programs with excellent CM strategies are six times more likely to **meet or exceed** their goals than those with poor CM strategies.

6x



MODERNIZATION

# A STRUCTURED APPROACH CAN IMPROVE YOUR OUTCOME



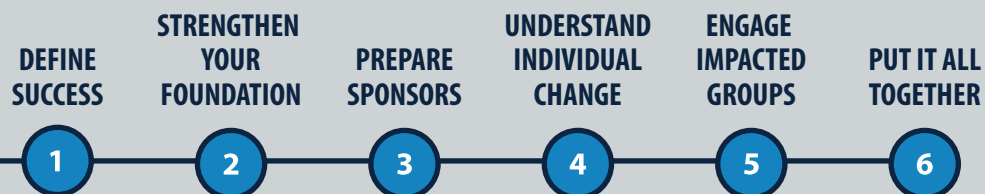
Do your projects fall short of your vision?  
Do you struggle to get your team on board?

## ANSWER THESE SIX QUESTIONS

*If you do nothing else, answer these questions for your team.*

- |                           |                                       |
|---------------------------|---------------------------------------|
| 1 What is changing?       | 4 What is NOT changing?               |
| 2 Why is it changing?     | 5 What are the risks of not changing? |
| 3 Why is it changing now? | 6 What are the benefits of changing?  |

## FOLLOW THESE SIX EASY STEPS



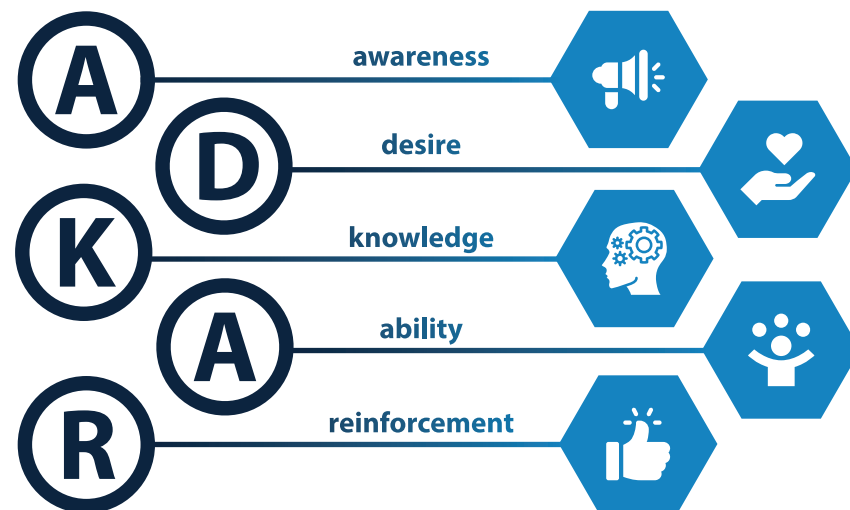
*The SmartChange toolkit will walk you through implementing these steps to achieve success. Visit [go.usa.gov/xEjyg](https://go.usa.gov/xEjyg) to learn more.*

[va.gov/modernization](https://va.gov/modernization) | Delivering a stronger future.



# ORGANIZATIONS DON'T CHANGE PEOPLE DO!

The ADKAR® model will help you understand why individuals are struggling with change and shape your approach to ensure success.



“Prosci’s ADKAR® model is the framework we use to help individuals embrace change and flourish in a modernizing environment.”

—SURAFEAL ASGEDOM  
VA CHIEF MODERNIZATION OFFICER

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**We're in the middle  
of the greatest  
transformational  
period in our history.**

**—SECRETARY ROBERT WILKIE**  
DEPARTMENT OF VETERANS AFFAIRS

**CHANGE MANAGEMENT IMPROVES OUTCOMES**  
for Veterans. **for you.**



**GET STARTED NOW**

for more information  
visit NCOD's toolkit  
**[go.usa.gov/xEjyg](https://go.usa.gov/xEjyg)**

*this material developed in partnership with the LVA class of 2019*

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